

JDRF ONE WALK™ TEAM CAPTAIN GUIDE

Your Resource for Leading Your JDRF One Walk Team



THANK YOU FOR JOINING THE JDRF FAMILY!

JDRF One Walk is JDRF's flagship fundraising event. Every year more than 900,000 people come together at 200 Walks across the country to raise money for type 1 diabetes (T1D) research. Walkers raise funds by asking friends, relatives and co-workers to donate to their efforts on behalf of JDRF. Whether this is your first or your fifth year participating in JDRF Walk, your local staff is always available to help support you as you lead your team. Thank you so much for helping JDRF create a world without T1D.

WHAT DOES IT MEAN TO BE A TEAM CAPTAIN?

The role of team captain is crucial to the success of JDRF One Walk. As a team captain, you will recruit team members, coach and motivate them while driving your personal fundraising efforts. When teams hit their fundraising goals, JDRF is able to fund more critical T1D research.

We encourage you, the team pro, to familiarize yourself with the online Participant Center—and all of the fundraising tools. Your objective is to get your team excited about fundraising and recognize their successes!

Being a team captain is fun, easy and significant! And of course, we are here to help you along the way. We outlined some important steps for you and—keep in mind—that the earlier you start, the more likely your team will be to hit your fundraising goals. Register online at walk.jdrf.org today!



STEP 1

CREATE YOUR PLAN

After you register, create your contact list. Keep in mind that the larger the list, the better the results! To help get you going, we've included some suggestions of people to ask.

It's also a good time to think about whom you'd like to invite to join your team.

PAST AND PRESENT PEOPLE TO ASK:

- Co-workers
- Friends
- Roommates
- Team Members
- Neighbors
- Classmates
- Teachers
- Doctor/Dentist
- Hair Stylist



○ PERSONALIZE YOUR FUNDRAISING CAMPAIGN

To get people inspired to join your team—or to make a donation—it's important that you customize your fundraising campaign. Log onto your Participant Center and create the following:

PERSONAL AND
TEAM FUNDRAISING
PAGES

PERSONAL FUNDRAISING
VIDEO TO INSPIRE
OTHERS TO DONATE

CUSTOMIZABLE
FUNDRAISING EMAILS
AND LETTERS



STEP 2



WHAT SHOULD YOUR PERSONALIZED MESSAGES INCLUDE?



Share what it's like for you or your loved one to live with T1D.

- Describe what you and your family experienced after the diagnosis (when it happened, what you were feeling, etc.).
- Discuss how T1D affects you or your loved one on a daily basis.
- Explain your concerns about the potential complications that you or your loved one may experience as a result of T1D.
- Include a picture.



If you don't have a connection to T1D, watch our YouTube videos to learn what it's like to live with T1D and why research is so important.



Provide some facts about JDRF and our research projects. You can find information on JDRF.org or on the back page of this guide.



Share both your personal and team fundraising goals. It's also important to include a link to your personal fundraising page. And of course, **ask for a donation!**

Ensure you encourage your team to personalize their fundraising campaigns as well!



BUILD YOUR TEAM

It's now time to grow your team. Share why JDRF One Walk is important to you and invite people to register. Then, host a team kickoff where you can all explore the fundraising tools and inspire everyone to raise money for T1D research!



STEP 3



STEP 4

START FUNDRAISING

So you've got your personalized fundraising messages ready, but how do you share them?



Social Media - The Fundraise with Facebook app in your Participant Center makes fundraising on Facebook easy! But don't forget about using Twitter, Instagram and LinkedIn as well. And, of course, include your personal video.



Email - Send emails through the Participant Center and remember to include the link to your personal fundraising page as well as your personal video or a picture.



Mail - Try the provided sample letter template found in your Participant Center to help you fundraise the more traditional way.



Meet in Person, Call or Send a Text - If meeting in person is not possible, you can always make a phone call or even send a text, if appropriate.



Host a Fundraising Event - You can always consult the Fundraising Library for ideas!

Combine as many of these platforms as possible to create fundraising success. And don't forget to follow up! People are busy, but it doesn't mean they don't want to support you.

Join us in turning **type one** into **typenone**

KEEP YOUR TEAM MOTIVATED

People may hit a wall when it comes to fundraising. Check in with them regularly so you can help your team see past the hurdles. Your local JDRF chapter is here to help, too!



STEP 5



TIPS TO KEEP YOUR TEAM EXCITED AND ON TRACK WITH FUNDRAISING:

Provide info on T1D research from JDRF.org or from your chapter.

Point out that individuals have to raise \$100—not teams—to earn the official JDRF One Walk shirt.

Encourage everyone to raise a minimum of \$150. Let them know that JDRF offers fundraising incentives at multiple levels.

Lead by example by making a self-donation. This will inspire others to do the same!

Create some friendly competition by recognizing team members for things like: most funds raised, best recruiter or greatest team spirit.

BE SURE TO KEEP HIGHLIGHTING THE GREAT FUNDRAISING TOOLS IN THE PARTICIPANT CENTER:

Fundraise with Facebook App
10 Days/10 Ways to Raise \$500
Fundraising Idea Library
Personalized Fundraising Video
And more!



PREPARE FOR WALK DAY

Gear up for a big final fundraising push! Encourage everyone to send their final asks to the people on their contacts lists who have not yet donated. Did you know on average it takes three asks to receive a donation? And it's still not too late to recruit new team members.



STEP 6



HELP YOUR TEAM PREPARE FOR THE BIG DAY!



Collect any offline donations and ensure your team does the same.

- Enter any checks or cash donations online in your Participant Center and complete the Walker Donation Information Form. Ask your team members to do the same.
- We encourage you to send or drop off any cash or check donations along with the Walker Donation Information Forms to the chapter office prior to Walk Day.
- Please do not mail in cash donations.



Communicate key event details to your team, including:

- Where and when to meet for opening ceremonies
- The length of the Walk
- Parking details



IT'S THANK YOU TIME!

A critical last step is to make sure that you thank everyone for their donations—and encourage your team members to do so as well. Make sure your team knows how much you appreciate their efforts and let them know you hope to see them all again next year!

And—of course—thank you for stepping up as a team captain and leading your team to success!



STEP 7



STEP 8

WALK DAY!



Congrats—you've made it to Walk Day and now the fun begins! It's time to get your team excited and recognize those that went above and beyond with their fundraising. Visit all of the tents, take part in the activities and make some new friends!

Don't forget to let everyone know about Walk Day on social media. Post photos, thank people for their support—and make a last push for more donations!

ABOUT T1D



Type 1 diabetes (T1D) is an autoimmune disease that affects millions of people around the world. It strikes both children and adults suddenly and is unrelated to diet and lifestyle. T1D requires constant monitoring and a lifelong dependence on insulin injections. With T1D there are no days off and there is no cure.

ABOUT JDRF

JDRF is the leading global organization funding T1D research. JDRF's goal is to progressively remove the impact of T1D from people's lives until we achieve a world without T1D.

JDRF HAS COMMITTED OVER

\$1.9 BILLION

CUMULATIVE RESEARCH FUNDING SINCE 1970.

SOME OF OUR RESEARCH INITIATIVES INCLUDE:



ARTIFICIAL PANCREAS

The first successful real-world test of an artificial pancreas system.



ENCAPSULATION

Encapsulated cell therapies designed to restore insulin independence for months at a time.



GLUCOSE CONTROL (INCLUDING SMART INSULIN)

Smart insulin that can turn on and off throughout the day in response to blood-glucose changes.



RESTORATION

Beta cell restoration, which could provide a potential biological cure.

JDRF One Walk—formerly JDRF Walk to Cure Diabetes—is JDRF's premier fundraising event. Every dollar raised during JDRF One Walk helps JDRF fund life-changing research to help create a world without T1D. But we can't do it alone.

Please visit walk.jdrf.org to register today.

#JDRFOneWalk



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FOR A WORLD WITHOUT TYPE 1 DIABETES **T1D**